



Tourism and climate change: requirements for adapted regional management

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Climate change and its possible consequences for winter vacation destinations constitute a new and complex challenge to several natural and social sciences, and in particular tourism research. The actual affects of climate change, as well as its perception and presentation by the media, by politics and society at large influences entrepreneurial decisions and the development of a region. So far, literature on the topic of winter sport and global warming is scarce, and occasionally contains ill-defined or even rather unlikely projections.

For that reason, a transdisciplinary inventory and analyses provides the foundation for the ultimate goal of STRATEGE, which is one of the proVision projects, to develop strategies focusing on the sustainable spatial development of tourism regions under the influence of global warming. This research question will be investigated in close cooperation with the winter sport destination Schladming in Austria. In the first phase, we evaluated the effects of climate change by investigating spatial differences on a local scale and adapting the already existing larger scale climate change models to this local level. At the same time, we also examine the attitudes and preferences of winter sport tourists including the possible effects of the media on public opinion. Furthermore, an analysis of regional statistics documents the strengths, weaknesses, opportunities and threats of the study area. In addition, we will consider the opinions of local representatives of the economy, politics, and administration, as well as stakeholders, interest groups and associations.

These results provide the background information for the second phase, which will use all this information for the first implementation of the Tourism Optimisation Management Model (TOMM) in Europe. In this visitor process, local people are formulating strategic regional decisions considering climate change and other trends in tourism.